

Good Housekeeping in Spanish

Next March will see a Spanish-language edition of Good Housekeeping magazine for distribution in Latin America. It will be called Buenhogar Con Good Housekeeping.

There will be a Mexican edition with a circulation of 70,000 copies, and one for the Caribbean, with a minimum circulation of 80,000 copies to be sold in Central America, the northern countries of South America and the islands of the Caribbean.

Since it was impossible to translate Good Housekeeping directly into Spanish, the magazine came up with Buenhogar—"Buen," meaning good and "hogar," meaning home [as opposed to casa, which means house].

The magazine will be edited by Carlos Escallon, previously managing director of Selecciones del Reader's Digest, Argentina. The magazine will be distributed by Omega Publishing Company, Inc., which was organized for the purpose.